



# UX Workshop I – The Role and The Methods of User Experience in Product Design

**Andreas Bartel**

User Experience Engineer

Sun Microsystems

## A glimpse at

1. *Why are some products more successful than others?*
2. *How to create products that delight people?*

Why are some products more successful than others?

**What is the first thing that pops-up in  
our heads?**

**It's almost trivial!**

**Successful products must be *different*  
from others to a significant degree!**

**“In an Era of Six Sigma sameness, it's no longer enough to get better. We have to get different. Not just different, but REALLY different.”**

**Marty Neumeier**  
The designful company

**Differentiation is the key!**

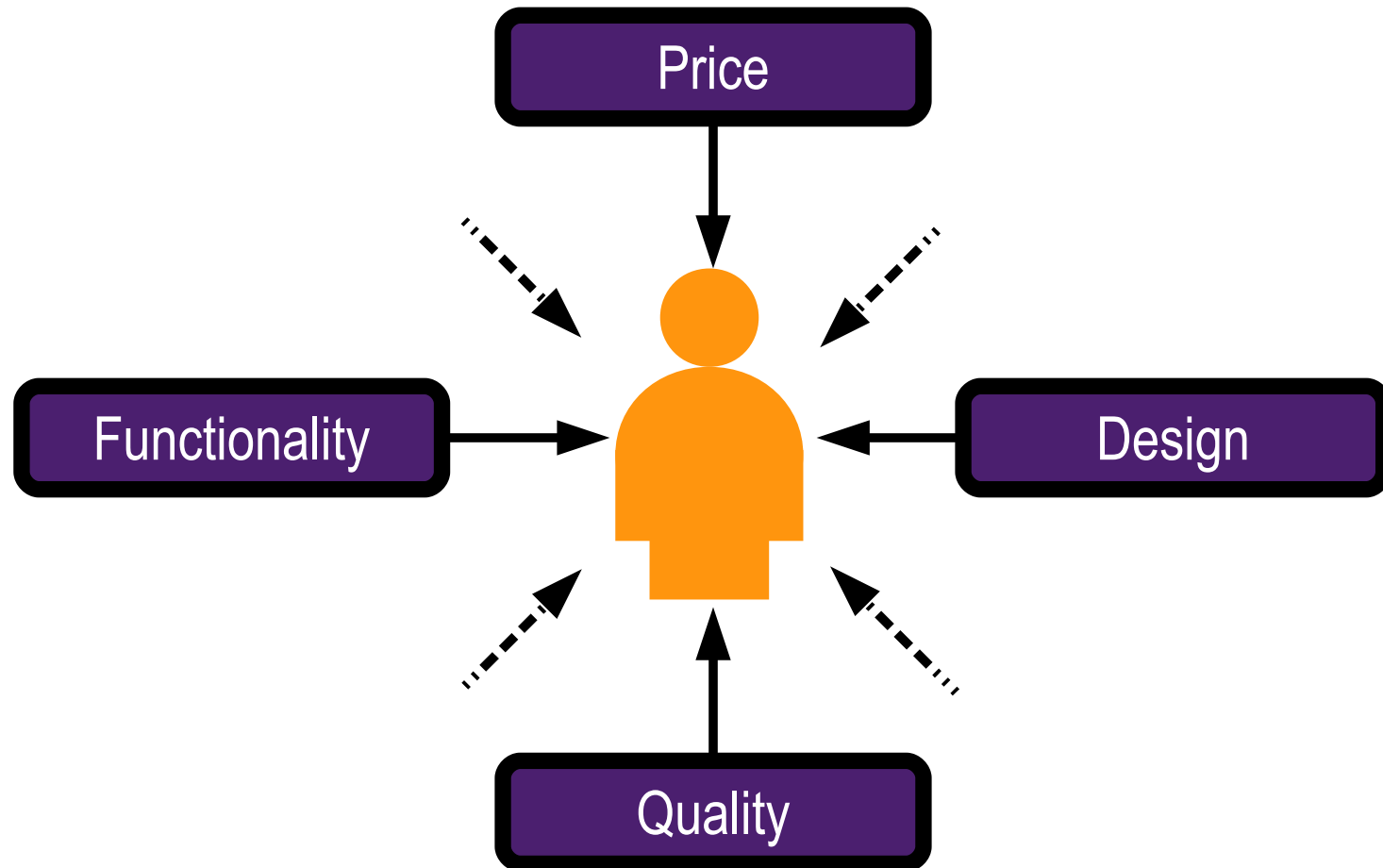


**Different, but in what aspect?**

**“We no longer play the game the old way. From now on, our vehicles will be designed to satisfy the customer, not just to fill a factory.”**

**Bill Ford**  
Ford Motor Company

**Obviously product success is also related to customer satisfaction.**



**All of the above?**

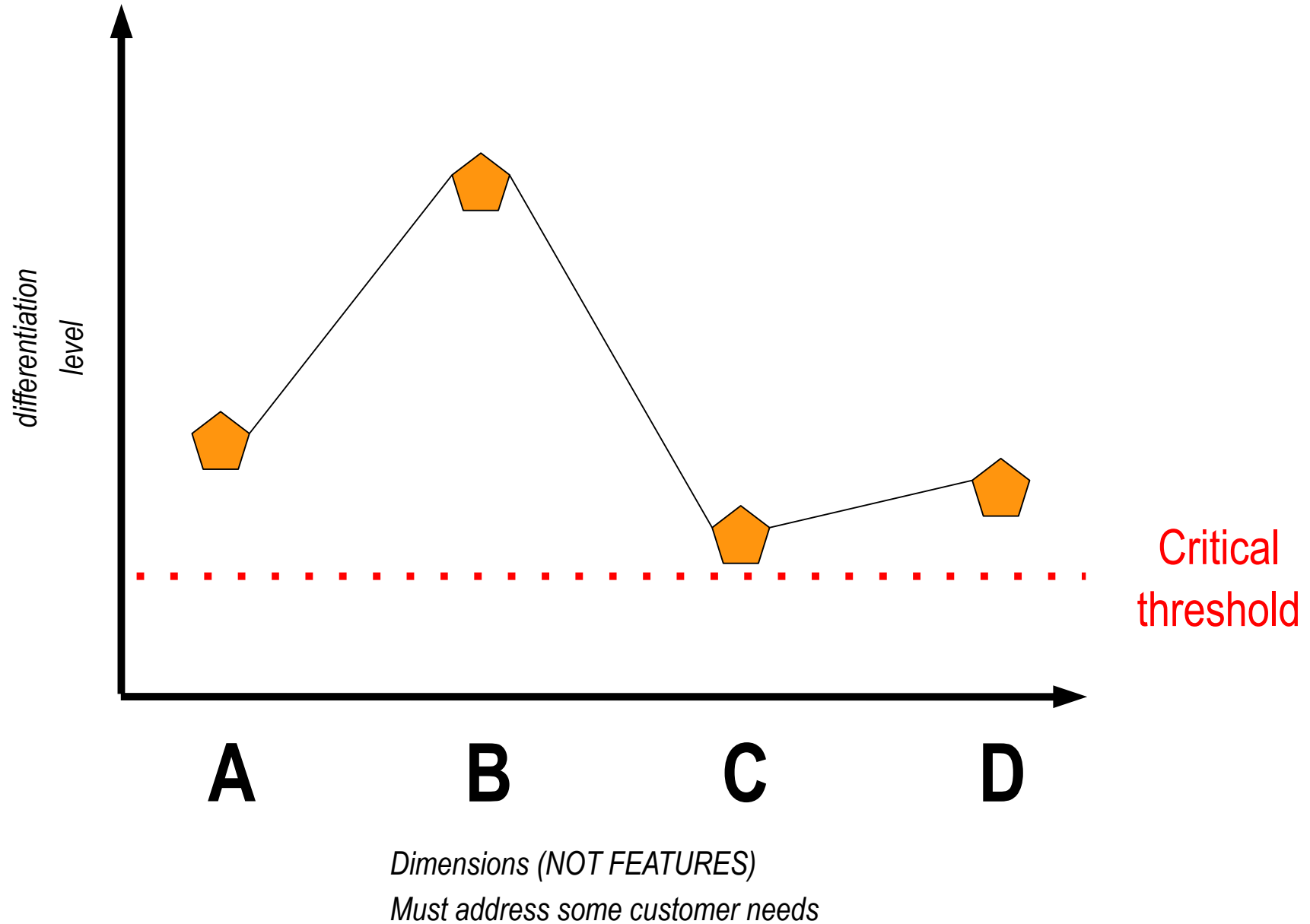
**No. It's way too hard to maintain  
competitive advantage over many  
dimensions.**

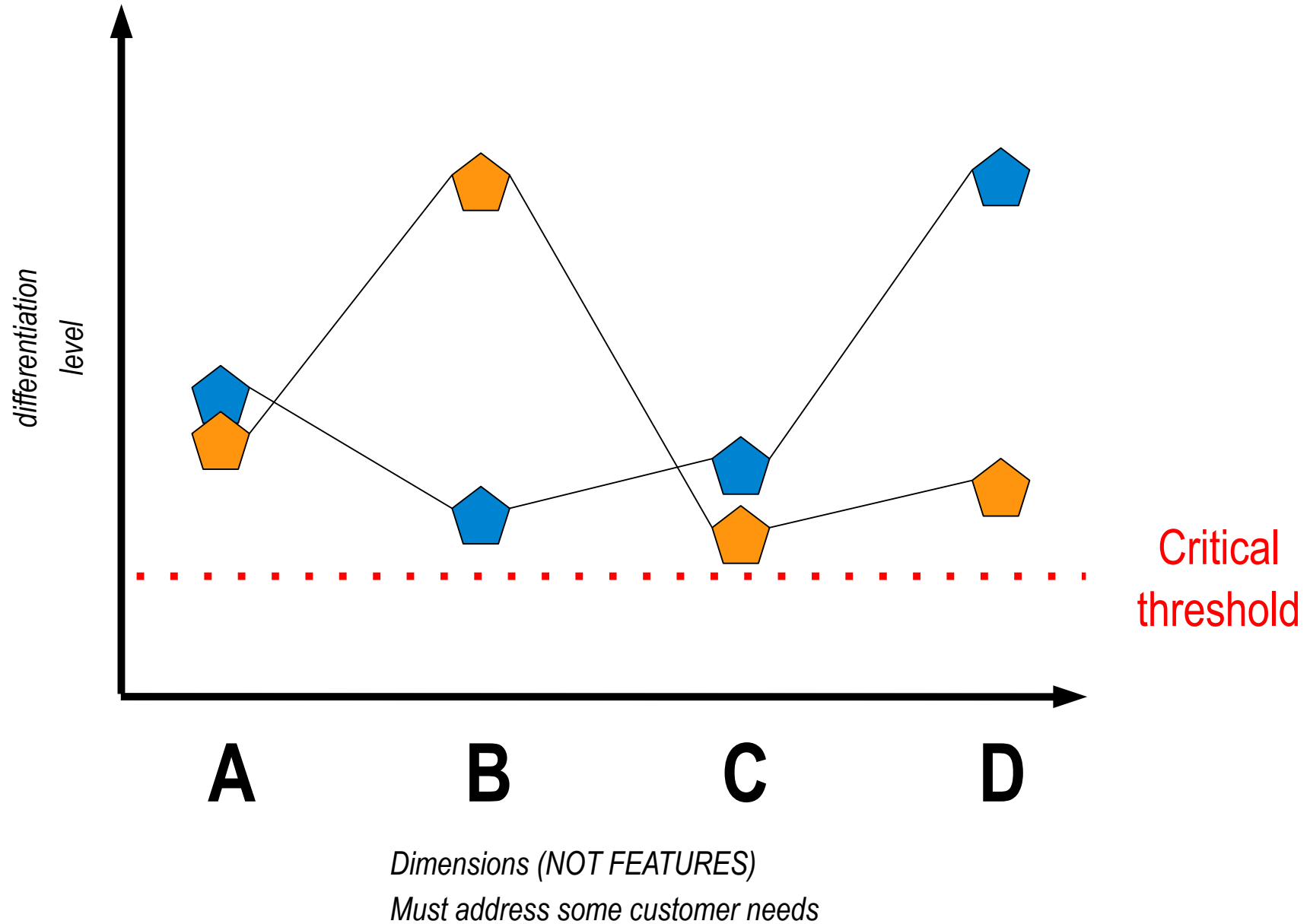
**Focus is required.**

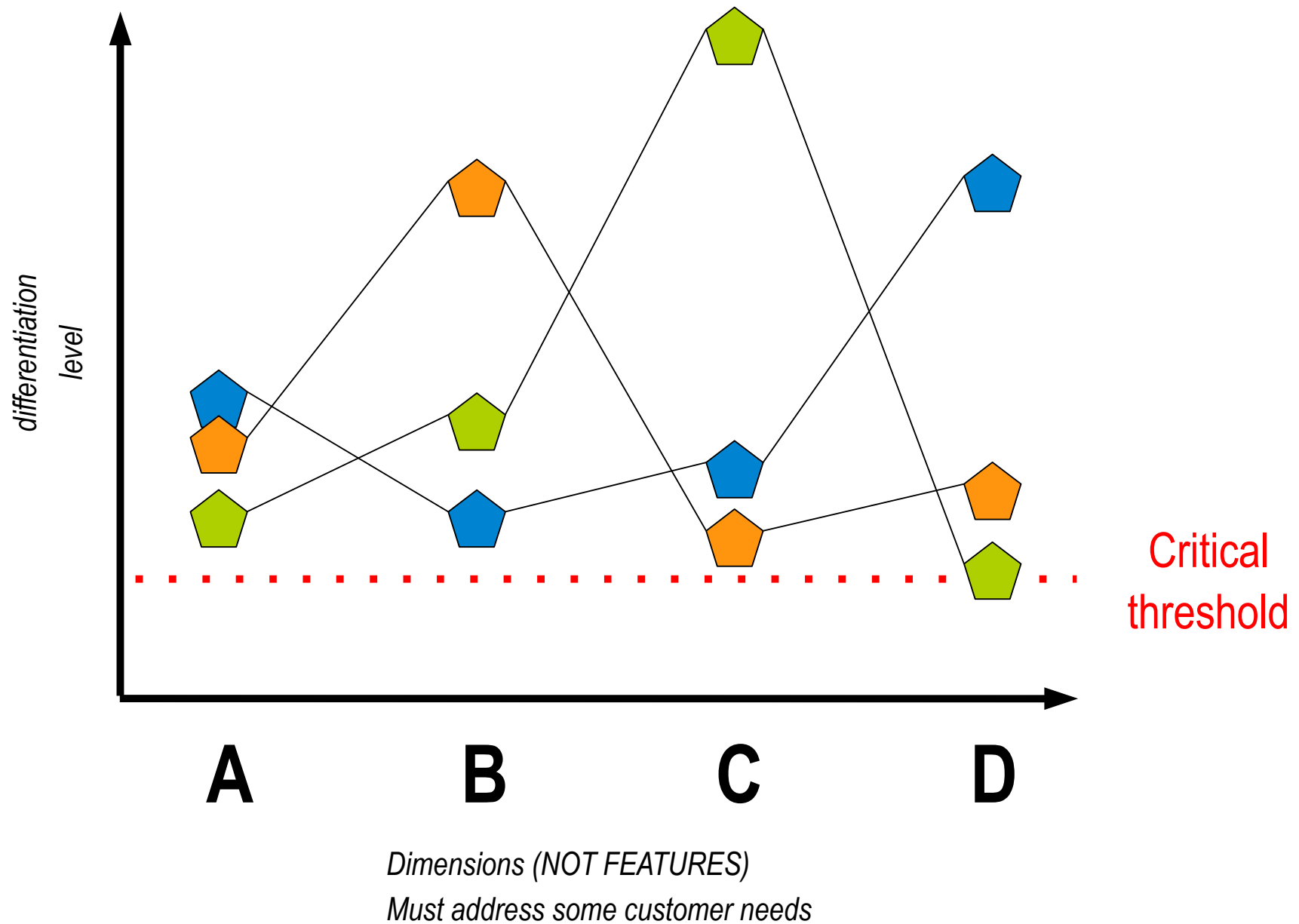
**Usually, great products are really different (great) in one particular dimension.**

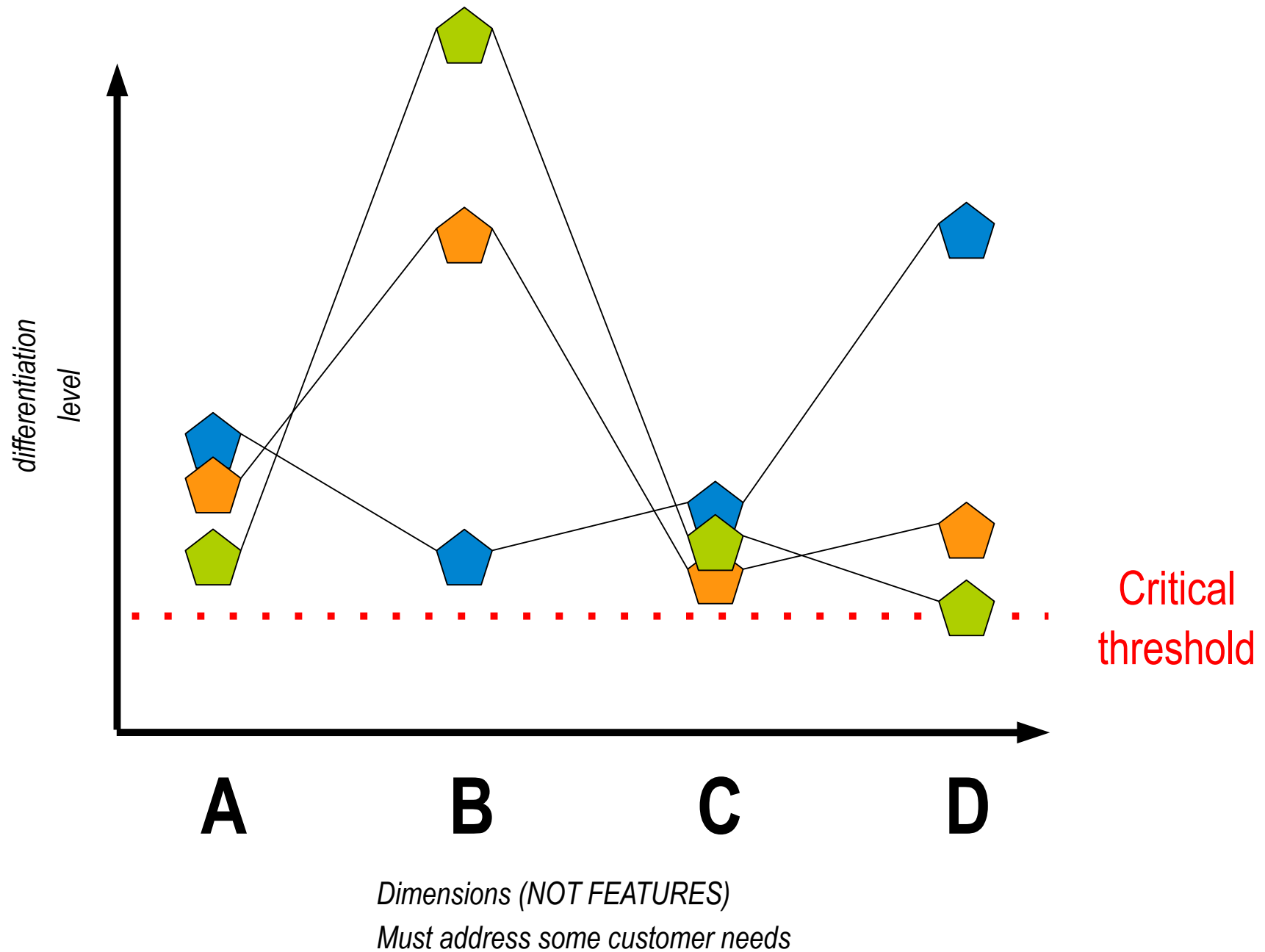


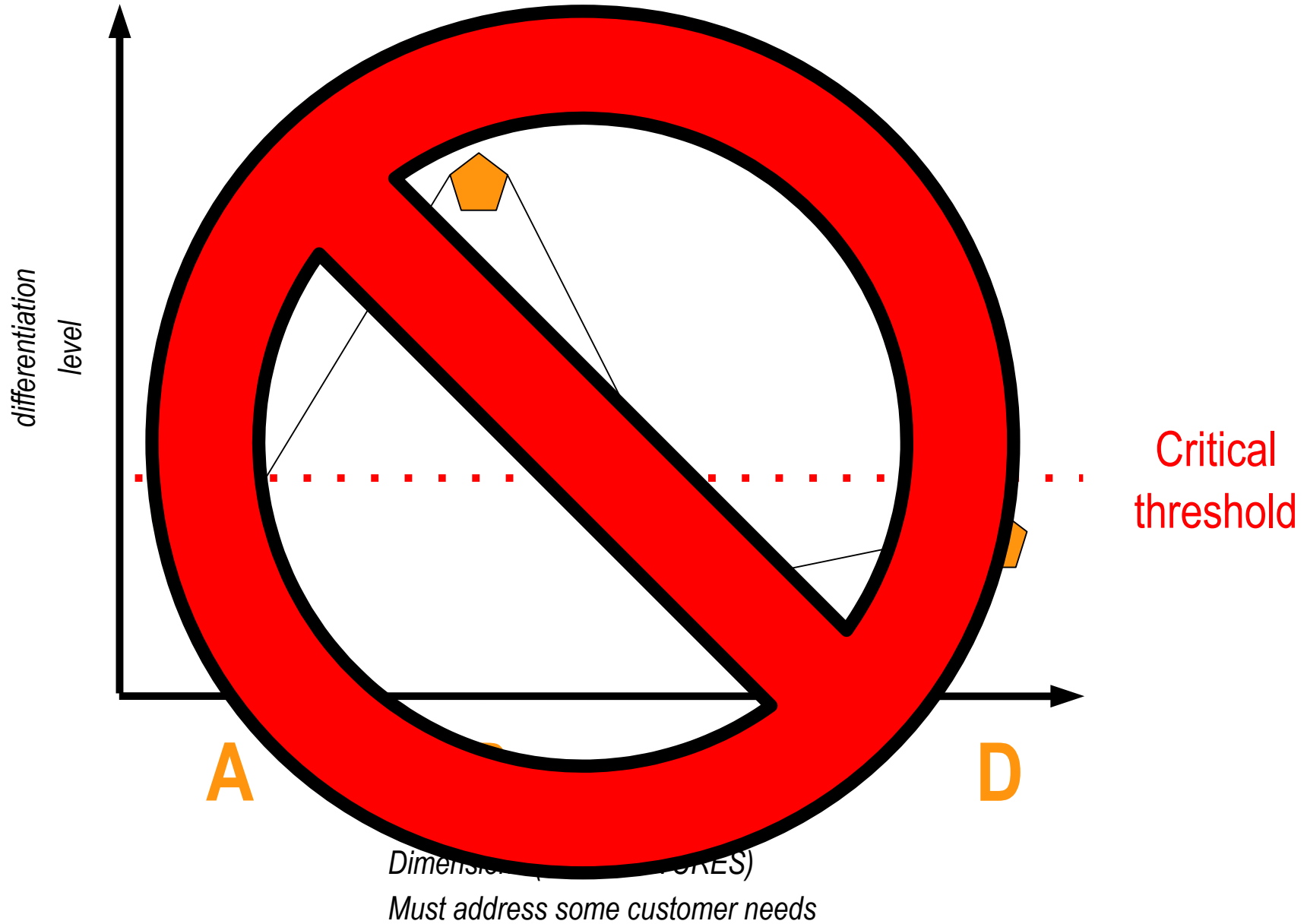
**Remark:**  
**If you're good at one thing, do not  
ignore the rest!**











**But how to become different?**

**You need to innovate!**



**“Innovation flourishes best when  
design is at the table.”**

**Marty Neumeier**  
The designful company

**Because you can't just decide how to  
be different and how to innovate.**

**You need to design your way there!**

**Design focuses on people and on the ability to empathize with them.**

**“Your Eifel Tower is all very well, but  
where is the money in it?”**

**Cullis P. Huntington**  
Railroad baron

**“What a stirring symbol of achievement! From now on, people will never forget their visit to Paris!”**

**Designer**

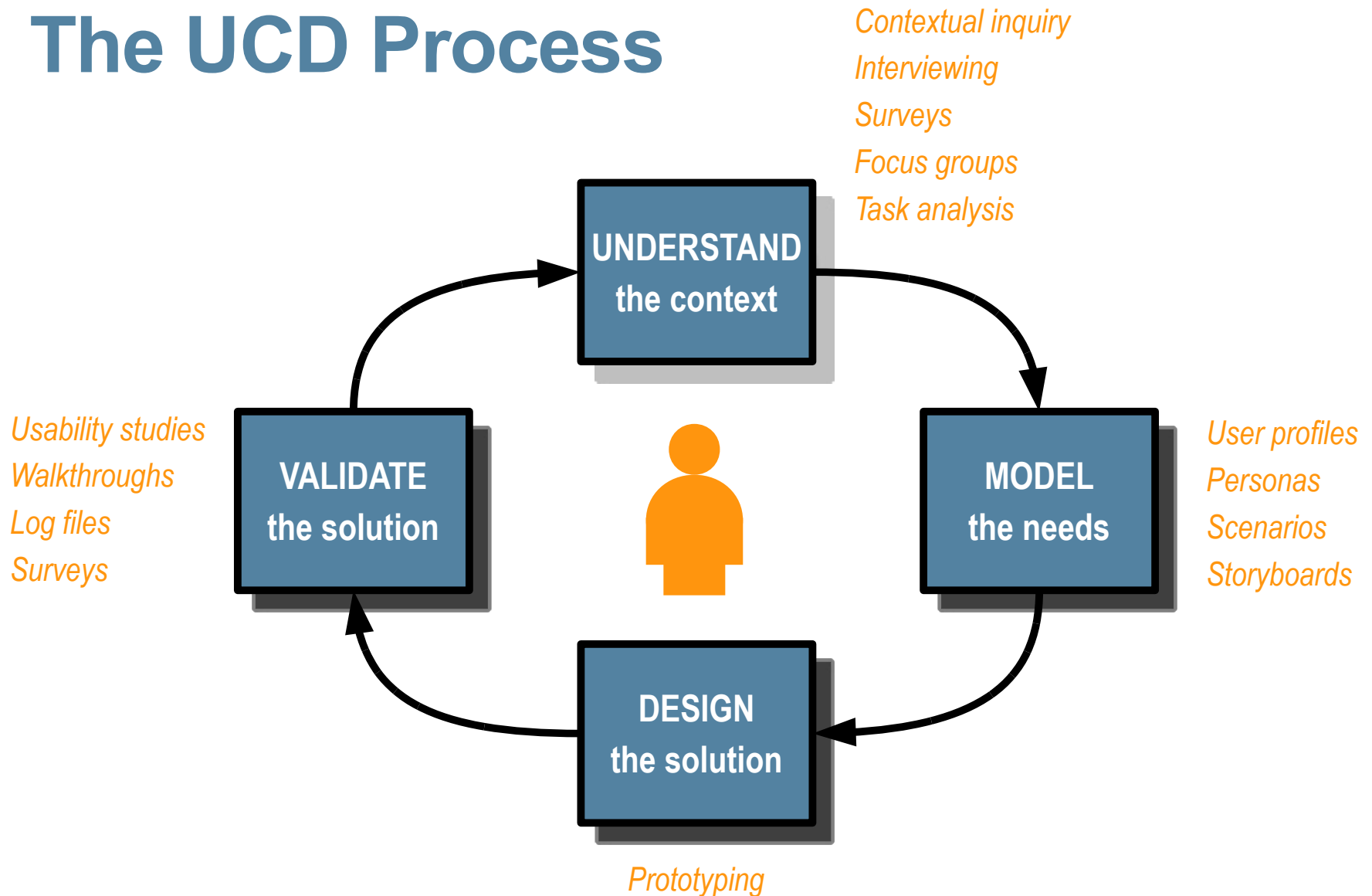
Who is focused on people

How to create products that delight people?

**Design offers us the tools and processes that, when applied accordingly, help us to create delightful products.**



# The UCD Process



# Contextual inquiry and personas. Prototyping.

**Contextual inquiry uncovers hidden patterns and unmet needs that are present only within real contexts.**

**Factors that offer opportunities to  
create new products through  
customer-driven innovation.**

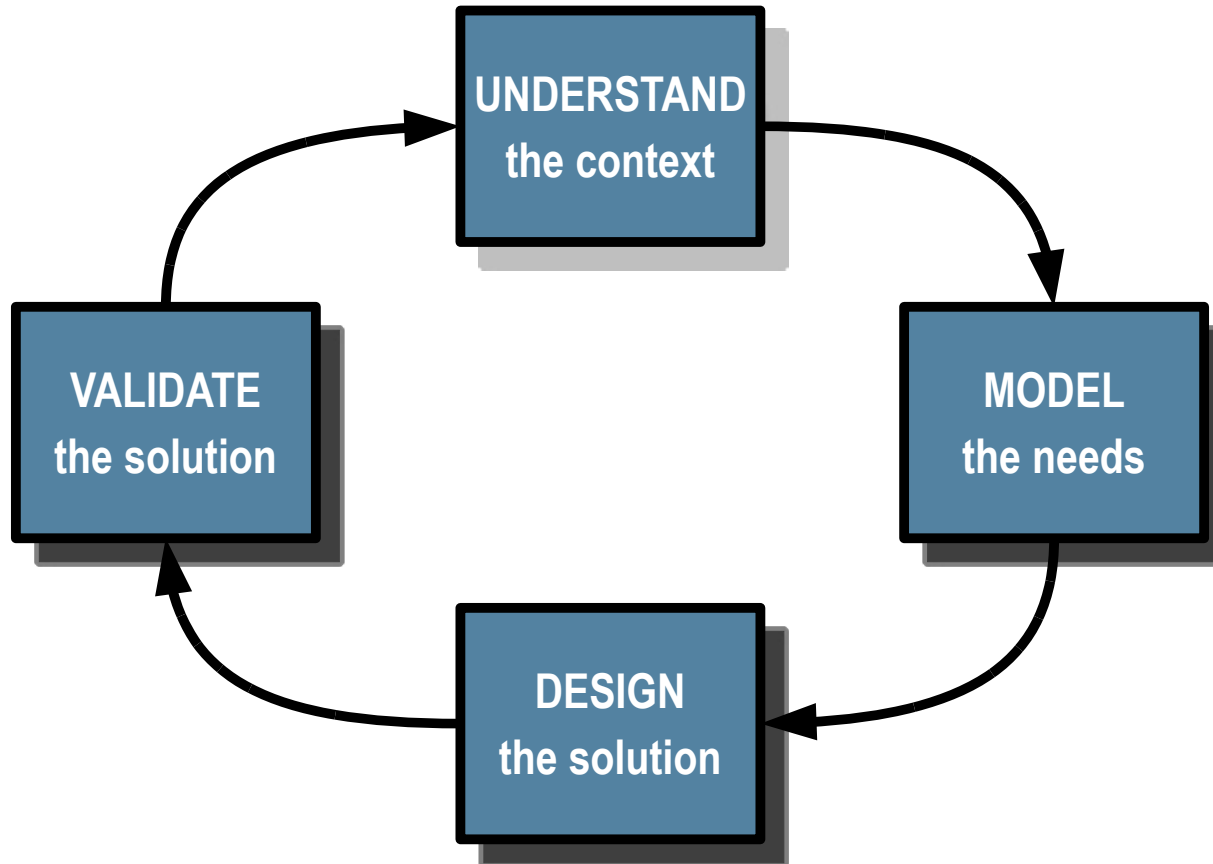
**Personas are one way to represent your findings from contextual inquiry.**

Contextual inquiry and personas create a solid base for prototyping.

**“Good designs tend to be those that have been reworked many times ...”**

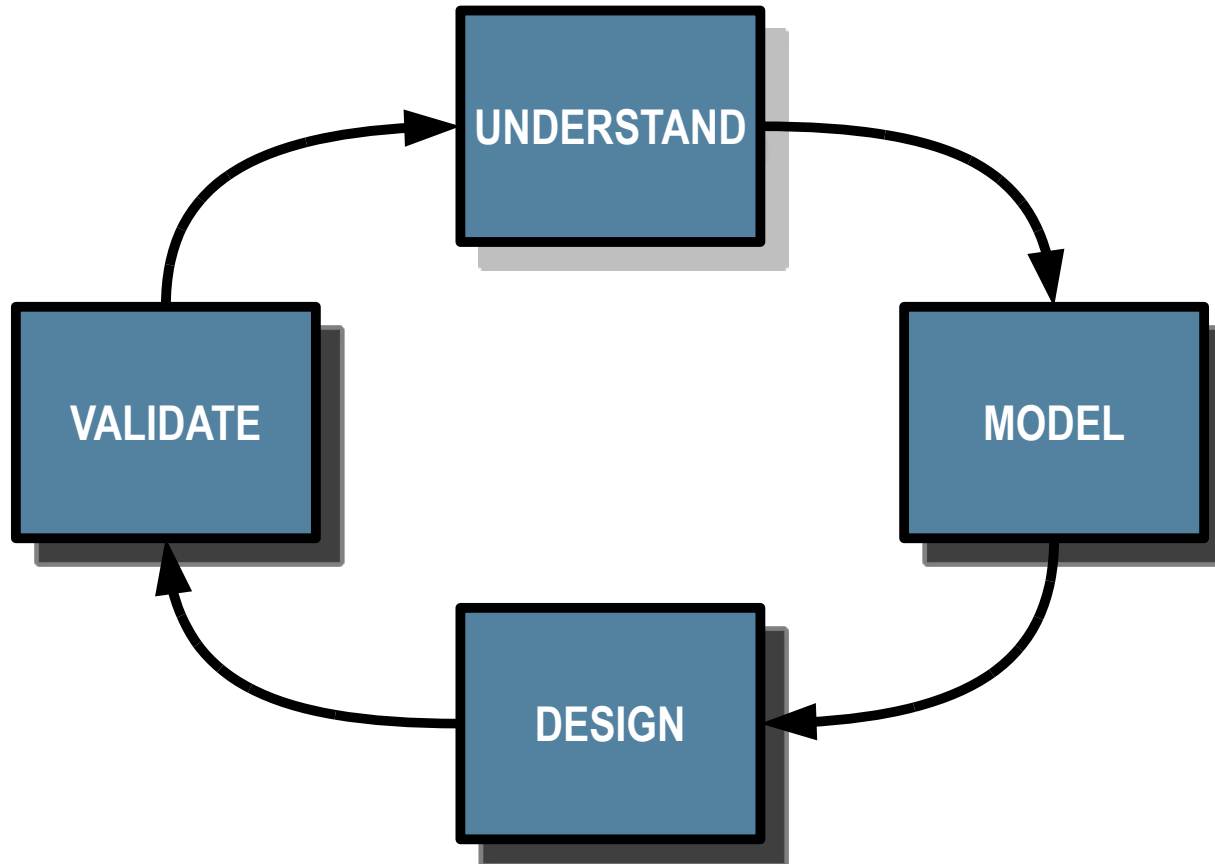
**John Pruitt, Tamata Adlin**  
The Persona Lifecycle

# The UCD Process

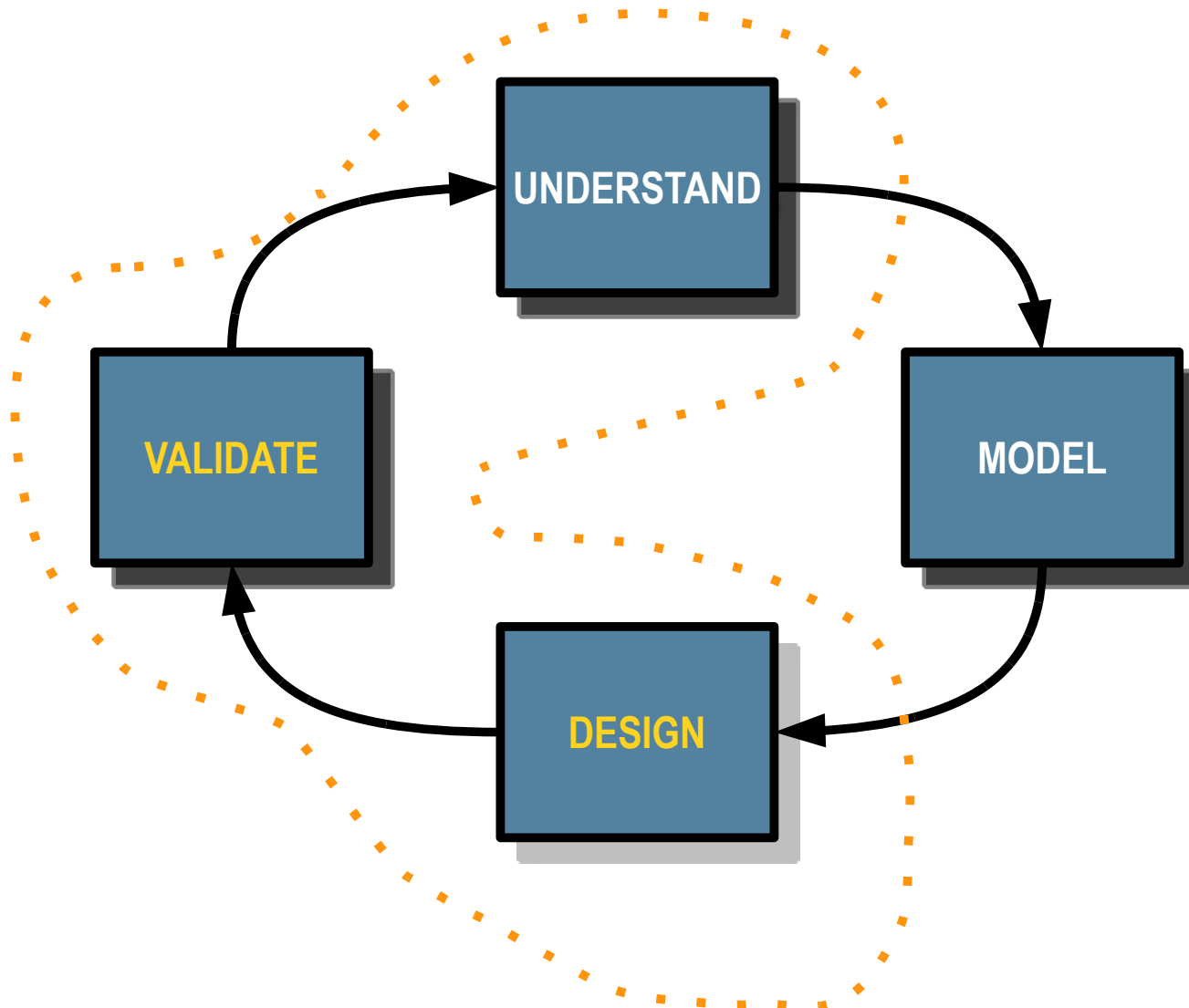




# UCD Made Simple



# Where Prototyping fits in



# Definition

**Prototype**  
gr. prōtótýpos  
**original**

**People involved in  
product development  
have different roles.**

# Different roles – Different views.

Software Engineer.  
Usability Engineer.  
Industrial Engineer.  
Product Manager.  
Users.

# So what is prototyping for user experience?



**“An entrepreneur armed with a good prototype, ... , is able to show ... how the proposed product will work without having to rely exclusively on diagrams and his/her powers of description.”**

**"Prototype." Encyclopedia of Small Business.**

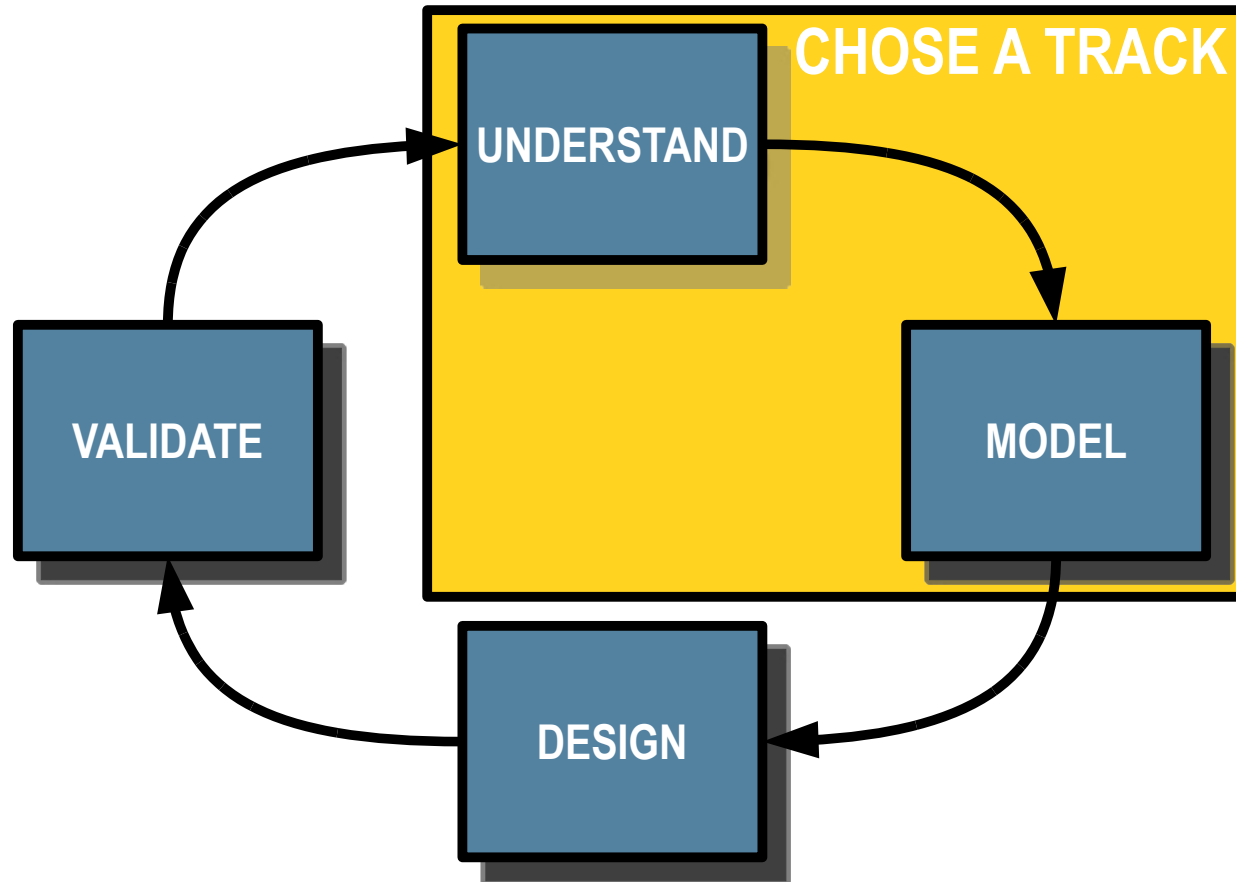
Ed. Kevin Hillstrom and Laurie Collier Hillstrom.

Gale Cengage, 2002. eNotes.com. 2006. 2 Nov, 2009

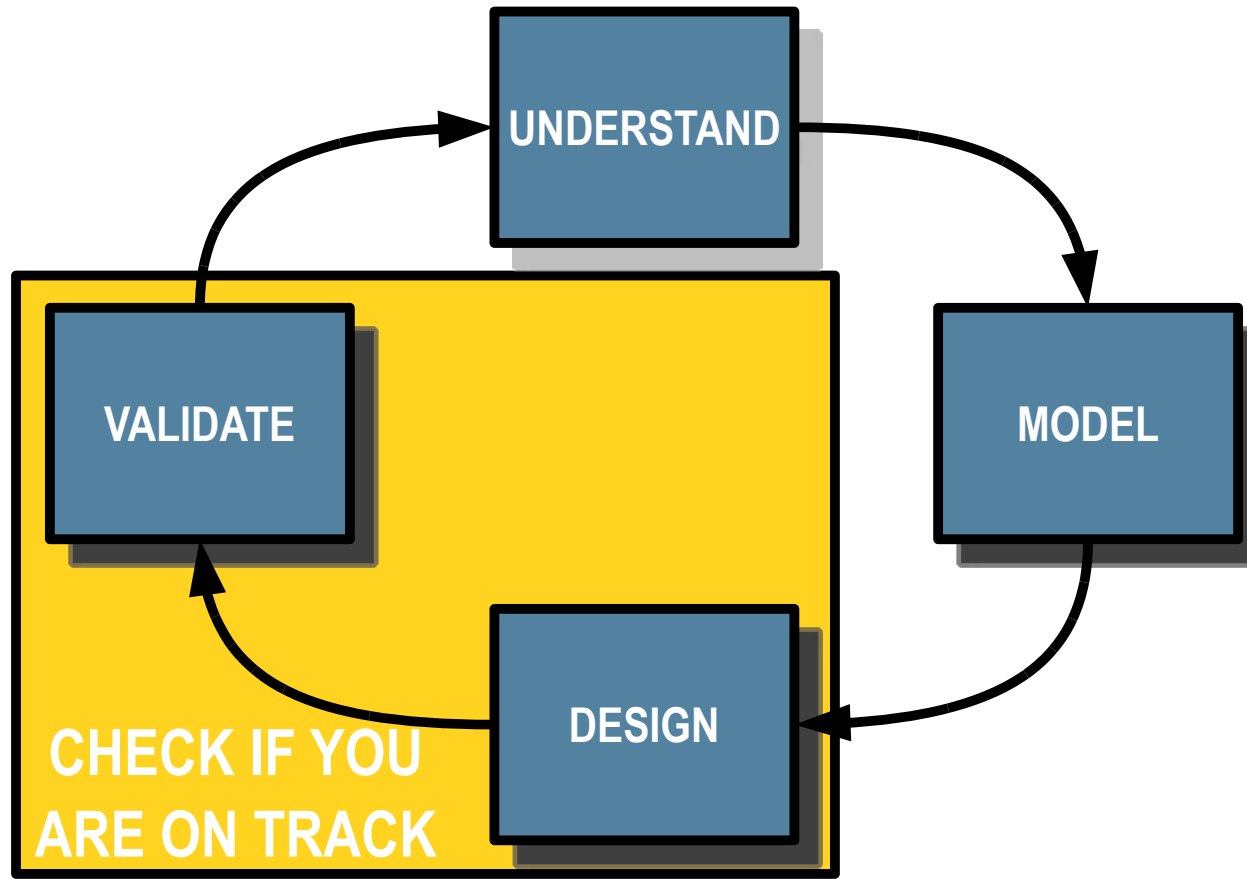
<<http://www.enotes.com/small-business-encyclopedia/prototype>>

# Motivation

# UCD Process



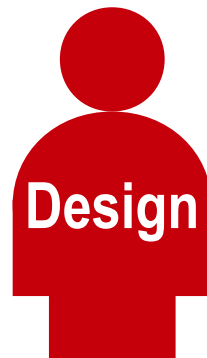
# UCD Made Simple



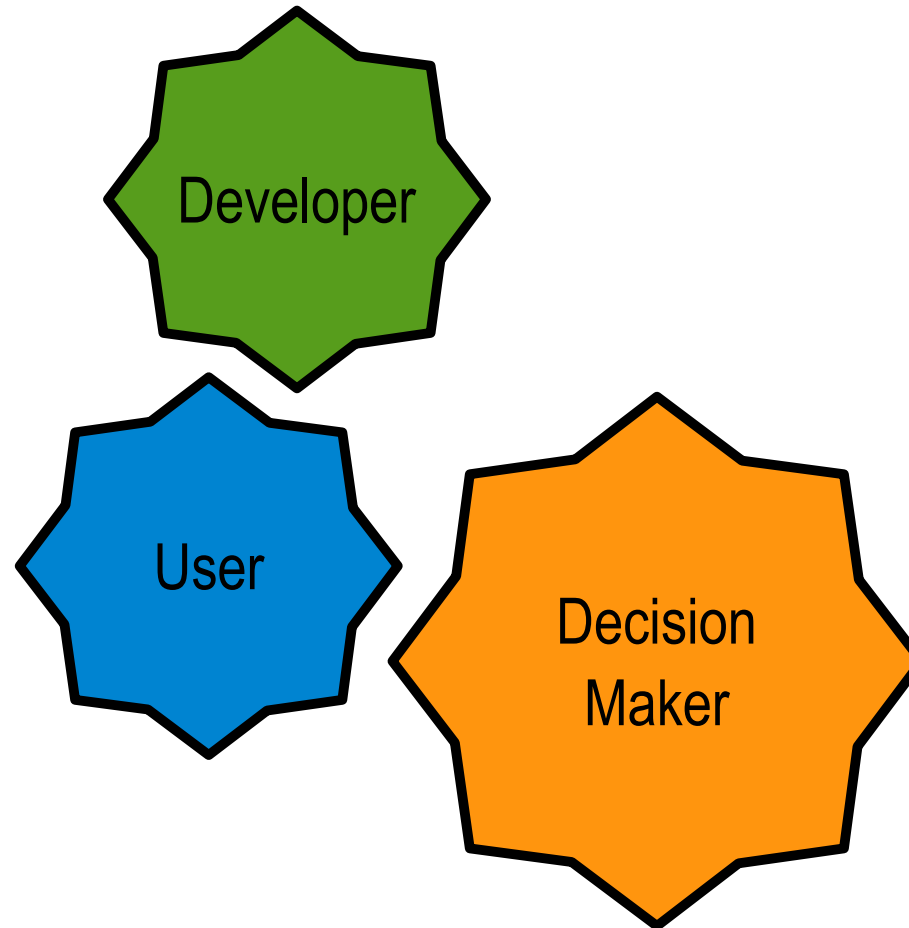
**Check for deviations.  
Design partial solutions.  
Validate your model.**

# Won't work without ...

# Communication



# Discussion





How to prototype?

**What you don't know.**

**Things that seem wrong.**

**Elements that provide the type of feedback  
you require.**

**Fidelity that is appropriate for the audience.**

**Generate things to think with.**

**Do not reduce the design space with too  
many principles.**

**“The better it looks, the  
more narrow the  
feedback.”**

**Kathy Sierra**

**Iterate!**  
**Iterate!**  
**Iterate!**

**THANK YOU!**

# Inspiring books

- The designful company – Marty Neumeier
- Subject to Change – Adaptive Path
- The persona Lifecycle – John Pruitt, Tamara Adlin

Andreas Bartel

[andreas.bartel@sun.com](mailto:andreas.bartel@sun.com)

<http://ux.openoffice.org>

<http://blogs.sun.com/gullfoss>